



## ALTRUSA Re-Branding

### Supplemental Marketing Materials

#### **\*Elevator Speech:**

*We are all frequently asked the following questions, to explain who Altrusa (the organization) is, or what Altrusa does (accomplishes). If we all answer with the same language, there is clarity and consistency in our message and our image.*

#### ***“WHO IS ALTRUSA?”***

“Altrusa is an international non-profit organization, making our local communities better through leadership, partnership, and service. We are civic-minded people who strive to create better communities worldwide.” [add local flavor unique to the community served]

#### ***“WHAT DOES ALTRUSA DO?”***

“Giving over 1 million volunteer hours annually, throughout 11 countries, our focus is Literacy along with specific projects unique to individual communities.” [add local projects]

(\* an ‘elevator speech’ is a 30-second response given to the usual question “What do you do?” The ideal response to any elevator is: “please tell me more!”, which leads to a longer conversation)